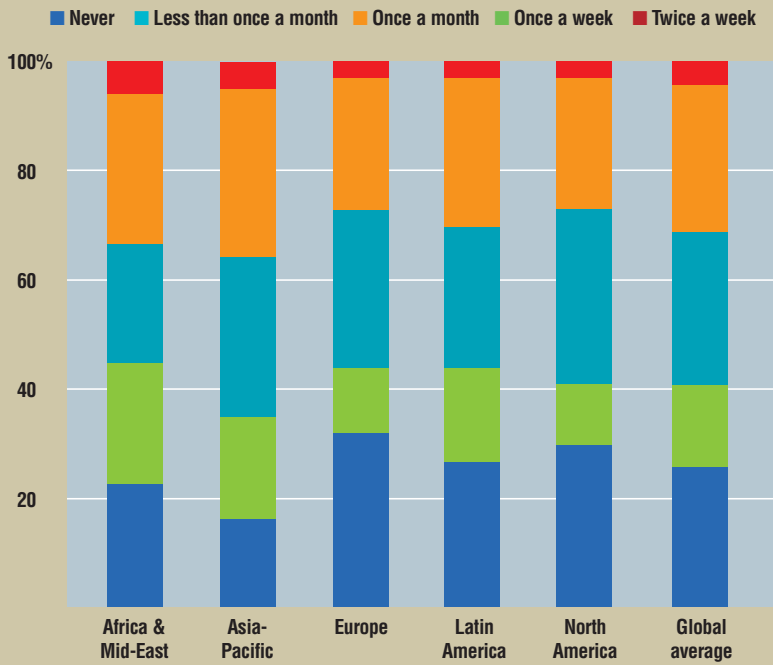


BY THE NUMBERS

How often do you shop just for fun?



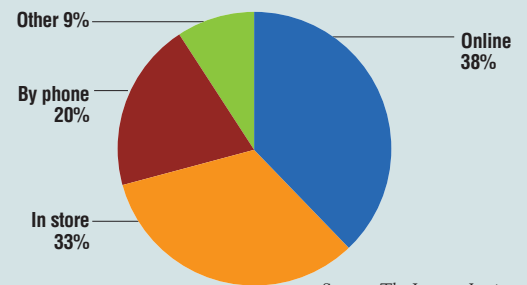
Source: ACNielsen

Average hours per day Americans spend in primary activities

	2004	2005
Sleeping	8.56	8.63
Eating and drinking	1.24	1.24
Housework	0.59	0.61
Caring for children	0.43	0.42
Working	3.65	3.69
Purchasing goods and services	0.81	0.80
Watching television	2.64	2.58
Sports, exercise, recreation	0.30	0.30
Phoning, mailing, e-mailing	0.19	0.18

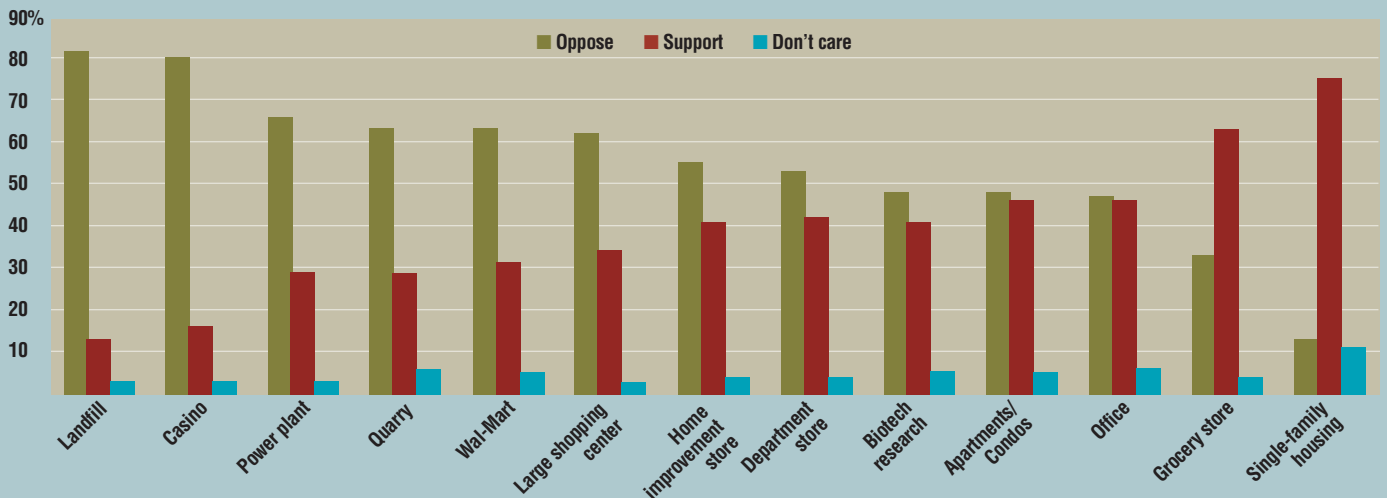
Source: U.S. Bureau of Labor Statistics

How the wealthy buy luxury goods



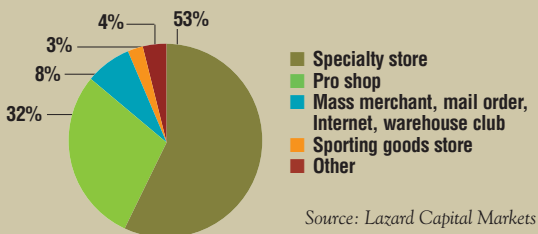
Source: The Luxury Institute

Developmental attitudes



Source: The Saint Index

U.S. golf club sales



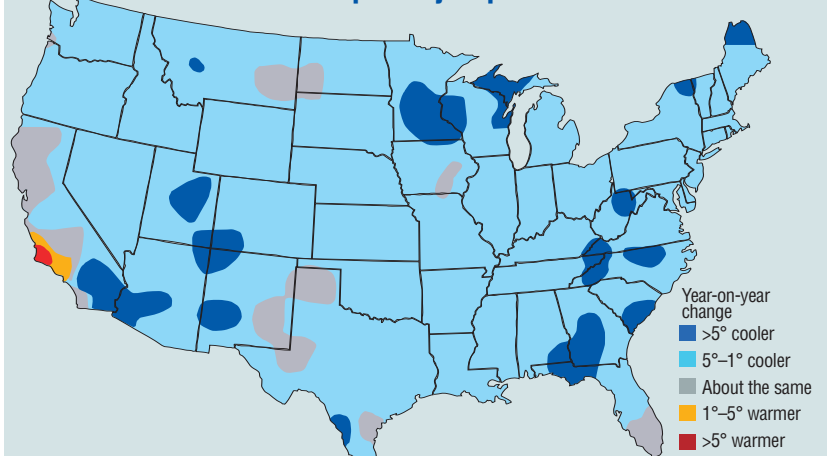
Source: Lazard Capital Markets

Medium most likely to influence consumer behavior

	Overall	U.S.	China
Experiential marketing	32%	30%	38%
Word of mouth	20	25	14
TV	18	19	15
Internet	17	16	17
Print	7	5	8
Mail	4	4	5
Radio	2	2	3

Source: Jack Morton Worldwide

October cold snap will jump-start fall sales



Next month will be the coolest October since 2002. With gasoline prices expected to hit the roof, consumers will probably wait until it gets colder to buy fall goods. Fortunately, a midmonth cool snap will spur demand for fall apparel, boots, hot beverages and other seasonal categories. With the month also expected to be the driest October in three years, store traffic will benefit, especially in the Northeast, where record flooding last year curtailed some sales.

Source: SDI/Weather Trends